

# Minister Zulu to launch 22 On Sloane startup campus

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## The largest startup campus set to open its doors in Joburg



*Minister Lindiwe Zulu*

The highly anticipated launch of 22 On Sloane, Africa's newest and biggest entrepreneurial campus, in Bryanston, Johannesburg, is music to the ears of many startups, entrepreneurs and inventors alike, not only in South Africa, but on the continent at large.

Arguably one of the most difficult challenges facing business-minded rookies is first securing financing, followed in close second by ensuring sustainability. 22 On Sloane positions itself as 'Powering the next generation of entrepreneurs'. And here's why many entrepreneurial motivators from both the public and private sectors, are confident it can do just that - by helping to eradicate numerous challenges startups face on their journey to enjoy long term success.

The campus offers a total 360-degree turnkey solution to start and scale - from the initial concept all the way to sustainable commercialisation. Participants also have direct on-hand access to a global and diverse team of experienced entrepreneurs, mentors, scientists, managers, CEOs and funders all under one roof to nurture and

support them during every step of their journey. This includes product development, services, business models, funding opportunities and access to markets, as well as exploring and identifying new industries and opportunities in Africa.

The launch of the innovative 22 On Sloane campus, a subsidiary of the Global Entrepreneurship Network (GEN), which takes place on Friday, 10 November 2017, will coincide with the launch of the South African Chapter of the Global Entrepreneurship Week (GEW), which is hosted by the passionate acclaimed advocate of entrepreneurialism, Lindiwe Zulu, Minister of Small Business Development, South Africa. The Minister will be joined by various local ministers as well as those from Nigeria and Tanzania.

The minister remains confident that working together, a vibrant and sustainable entrepreneurial ecosystem that would propel SMMEs to scale up and enter into the mainstream economy through targeted support mechanisms can be created - and 22 On Sloane perfectly mirrors her sentiments.

"My vision is to create a base where entrepreneurs can emerge with requisite skills base and support that would propel them to a higher level that would enable them to contribute to job creation and poverty eradication, whilst harnessing the values and principles of a true entrepreneur," she explains.

For more information, residency and launch details, please visit [www.22onsloane.co](http://www.22onsloane.co).